



ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY

1333 BROADWAY, SUITE 220 • OAKLAND, CA 94612 • PHONE: (510) 836-2560 • FAX: (510) 836-2185
E-MAIL: mail@accma.ca.gov • WEB SITE: accma.ca.gov

Memorandum

*July 13, 2009
Agenda Item 7.3*

Date: July 2, 2009
To: **Sunol Express Lane Joint Powers Authority**
From: Ray Akkawi, Manager of Project Delivery
Subject: I-680 Express Lane Project: Concept of Operations- Marketing Plan Update

The integrated plan to market both the I-680 and I-580 Express Lanes was approved at the March 9, 2009 Board meeting. The attached status report provides an update of the marketing plan and the joint effort with Bay Area Toll Authority (BATA) to market the I-680 Express Lane.

I-680 Express Lanes Marketing Status Report

Overview

History:

- JPA approved the I-680 Marketing Plan on March 9, 2009.
- Solem-Wilson JV under contract to develop and implement the Marketing Plan for both I-680 and I-580.
- Meetings have been conducted with BATA and their Customer Service vendor, ACS to communicate the goals of the marketing plan and obtain the basic requirements and needs of the customer service to be able to relay the right message to the potential patrons.

Next steps:

- Plan co-marketing with BATA
- Implement marketing

I-680 Specific Activity

Tasks completed:

- Web Site design concepts have been developed and reviewed

Next steps:

- Finalize the web site design and go live
- Work with BATA to agree on best strategy for customer incentive
- Draft material for tag distribution

Regional Activity

Tasks completed:

- Web Site design concepts have been developed and reviewed

Next steps:

- Provide links to the I-680 Express Lane web site
- Produce and distribute materials that include the I-680 Express Lanes